Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for content synchronization for bulk data transfer in a multimedia network, comprising:

scheduling transmission of bulk data content push to a plurality of end node devices, the schedule including identifying a subset of end node devices, wherein the scheduling is performed using a first computer process;

associating the subset of end node devices with a subset of the bulk data content, wherein the associating is performed using a second computer process, and wherein the first and second computer processes are performed by one or more computing devices;

notifying each end node device of the scheduled bulk data transmission on an individual basis, each such individual notification including sending information over the network indicating an expected end time for the scheduled transmission, and each such individual notification indicates to each end node device the subset of bulk data content push to selectively receive, the notification occurring before the bulk data transmission begins;

transmitting the bulk data content push via broadcast prior to the expected end time;

scanning the bulk data content push to identify the subset of bulk data content push indicated by the notification, wherein the subset of bulk data content includes a first targeted promotion and a second targeted promotion;

selectively receiving the identified subset of bulk data content push at the subset of end node devices during the scheduled transmission, the selective receiving is based on the notification information received by each end node device;

at the expected end time for the scheduled transmission, each end node device determining that[[if]] the bulk data content push was received as expected;

~~if not received as expected, sending a failure indication; and~~

in response to the bulk data content push being[[if]] received as expected, activating the content, wherein activating the content includes activating the first targeted promotion and activating the second targeted promotion, and wherein the first targeted promotion includes a first interactive link and the second targeted promotion includes a second interactive link; and

retrieving response data that indicates more than one interaction with at least one of the first interactive link and the second interactive link.

2. (Original) A method as in claim 1 additionally comprising:

retransmitting the bulk content to the failing network device via a unicast.

3. (Original) A method as in claim 2 wherein the failure indication indicates a subset of unreceived content and, transmitting only the indicated subset.

4. (Previously Presented) A method as in claim 1 wherein the step of transmitting the bulk content additionally comprising using a unicast UDP protocol.

5. (Original) A method as in claim 1 wherein the step of notifying the end node devices includes an expected start time and duration information.

6. (Cancelled).

7. (Previously Presented) A method as in claim 1 wherein the step of notifying the plurality of end node devices includes delivering content control data comprising destination port addresses and data transmission times for the subset of content.

8. (Previously Presented) A method as in claim 4, wherein the step of selectively receiving content comprises:

listening to the scheduled transmission for the subset of content on the destination port addresses at the data transmission times;

selecting the subset of content during the scheduled transmissions; and

receiving the subset of content.

9. (Original) A method as in claim 4 wherein the destination port addresses are multicast port addresses.

10. (Original) A method as in claim 4 wherein the destination port addresses are broadcast port addresses.

11. (Currently Amended) A method as in claim 1 wherein the more than one interaction with at least one of the first interactive link and the second interactive link includes obtaining computer software from a remote source ~~content is a plurality of promotions~~.

12. (Original) A method as in claim 1 wherein the scheduled transmissions are scheduled multicast transmissions.

13. (Original) A method as in claim 1 wherein the scheduled transmissions are scheduled broadcast transmissions.

14. (Original) A method as in claim 1 wherein the content is transmitted multiple times during the scheduled transmissions to ensure that the plurality of end node devices receive the subset of content.

15. (Original) A method as in claim 3 wherein a failure indication is sent again if the retransmission fails.

16. (Original) A method as in claim 5 wherein a module ID is included in the failure notification.

17. (Currently Amended) A method for content synchronization for bulk data transfer in a multimedia network, comprising:

scheduling transmission of bulk data content to a plurality of end node devices, the schedule including identifying a subset of end node devices, wherein the scheduling is performed by one or more computing devices;

associating the subset of end node devices with a subset of the bulk data content, wherein the associating is performed by the one or more computing devices;

notifying each end node device of the scheduled bulk data transmission on an individual basis, each such individual notification including sending

information over the network indicating an expected end time for the scheduled transmission and an expected rate for the scheduled transmission, [[and]]wherein each such individual notification indicates to each end node device the subset of bulk data content push to selectively receive, the notification occurring before the bulk data transmission begins;

transmitting the bulk data content via broadcast prior to the expected end time;

scanning the bulk data content to identify the subset of bulk data content indicated by the notification, wherein the subset of bulk data content includes a first targeted promotion and a second targeted promotion;

selectively receiving the identified subset of bulk data content at the subset of end node devices during the scheduled transmission, the selective receiving is based on the notification information received by each end node device;

at the expected end time for the scheduled transmission, each end node device determining if the bulk data content was received as expected;

upon determining that the bulk data content was not received as expected, sending a failure indication; ~~and~~

upon receiving the failure notification, retransmitting the bulk content to the network device that sent the failure indication, wherein the retransmission occurs using a more reliable transport mechanism;

locally caching the first targeted promotion and the second targeted promotion, wherein the first targeted promotion is associated with a first event that activates the first targeted promotion, and wherein the second targeted

promotion is associated with a second event that activates the second targeted promotion; and

collecting data that represents an occurrence of the first event and an occurrence of the second event.

18. (New) The method of claim 17, wherein the first event includes a selection of a portion of the first targeted promotion.

19. (New) The method of claim 18, wherein the selection indicates a request for access to an e-commerce website.

20. (New) The method of claim 18, wherein the selection indicates a request for gaming software.